What is Claimed is:

1.   A system of advertisement on internet comprising a user information database, an advertising server, a statistical analysis database for

5   advertisement, a click event web server including an event page index database, client's servers and a network to link them together in which the client computer drives a web browser having a motion picture advertising window within the tool collection box area, wherein the system comprises a first process module for user's information to process the login of user or to provide and treat the information of user into the above user

10   information database and/or statistical analysis database for advertisement; a second process module for motion picture advertisement to receive a multi-casting motion picture ad transmitted by the advertising server in real time and displaying it on the said advertising window; a third process module for motion picture click event registering the click event of said statistical analysis database and requiring the said click event web

15   server to transmit event web pages when a user of the client computer clicks the advertising window frame; and a fourth process module for web document to display the web document transmitted by the above click event web server or other external web server through a window frame of the said web browser.

20   2.   The system as claimed in Claim 1, wherein any one selected from the user information database, the statistical analysis database for advertisement or the advertising sever or the combination thereof is managed and/or controlled by any corresponding local server.

25   3.   The system as claimed in Claim 1, wherein the click event web server is managed and/or controlled by a central server.

4.   The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include the purchase information for goods

30   displayed on the advertisement shown at the time of creating said click event.

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5.   The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include the web page for EC business for goods displayed on the advertisement shown at the time of creating said click event.

6.   The system as claimed in Claim 1, wherein the motion picture advertising window practices at least any one selected from motion picture ads materials, internet broadcast or internet music broadcast in real time.

7.   The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include multi-channel internet broadcast.

8.   The system as claimed in Claim 1, wherein the web browser is embodied in TAP mode when a plurality of web pages are displayed.

9.   The system as claimed in Claim 1, wherein the user of said client computer is given the web browser having said motion picture advertising window, practices web-browsing by employing said web browser, is capable of seeing said motion picture ads materials and, simultaneously, permitted to use the exclusive line for said network only from the provider of said web browser.

10.   The system as claimed in Claim 1, wherein the user of said client computer is given the web browser having said motion picture advertising window, practices web-browsing by employing said web browser, is capable of seeing said motion picture ads materials and, simultaneously, receives the electronic money in proportion to the time to use said web browser from the provider of said web browser.

11.   The system as claimed in Claim 9 or 10, wherein said client computer has a plurality of computers and is the computer of PC room to serve ordinary individuals enjoying internet with said plural computers.

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12.   A method of advertisement on internet to send motion picture advertisements to a client computer through the network by any local advertising server and/or a system operator to control the central click event web server, comprising the steps

5   of:

(a)   performing a web browser having a motion picture advertising window in its tool collection box within said client computer to identify the login of a user accessed to the user information database of a local database server;

(b)   calculating suitability of the mode selected according to the user

10   information by said user identified by his(her) login in step (a);

(c)   accessing motion picture advertisement materials included in a category having the suitability calculated in step (b) more than a selected reference value, from the advertisement media database of said local database server; and

(d)   transmitting the motion picture advertisement materials accessed in

15   step (c) in real time multi-casting manner displaying them on the advertising window of the web browser in the client computer running by the user.

13.   The method as claimed in Claim 12, wherein further includes a step that the user of the client computer is provided with the web browser having said motion

20   picture advertising window in a part of the tool collection box space by said system operator before the practice of said method.

14.   The method as claimed in Claim 13, wherein further includes a step that the user of the client computer is given an exclusive line for said network only from

25   said system operator.

15.   The method as claimed in Claim 12, wherein further includes a step that the user of the client computer receives the electronic money in proportion the time to use said web browser having the motion picture advertising window in a part of the tool

30   collection box space.

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16.   The method as claimed in Claim 12, wherein further comprises the steps of;

(e) creating click events by clicking a specific motion picture advertising window on which said motion picture ads materials are (dis)played;

(f) registering said click events on the statistical analysis database installed in the local database server according to the user information at creating said click events;

(g) accessing the event page index database installed in the central web server communicated with said local database server when the click events are created and requesting the corresponding event web page; and

(h) a management server for event page index database within said central web server transmits said event page to the user and displays it on a new window frame.

17.   The method as claimed in Claim 16, wherein said event page provides goods information for electronic commerce(EC) business and/or circumstance for it.

18.   The method as claimed in Claim 16, wherein said event page further includes multi-channel internet broadcast page.